



# THE MUNICIPAL

*The Premier Magazine For America's Municipalities*

## RATE CARD & MEDIA PLANNER

*Bridging the gap between  
municipal departments  
and vendors*

**THE MUNICIPAL**  
*The Premier Magazine For America's Municipalities*  
October 2014

**THE MUNICIPAL**  
*The Premier Magazine For America's Municipalities*  
May 2016

**INSIDE:**  
Alternative landscaping equipment  
Are your lifeguards alert?  
Keep the birds at bay

**INSIDE:**  
Citizen Self Service Portals  
Chatanooga's Fresh New Font  
Finding Funding with Fire Grants

Rate card effective June 2016

### MAILED DIRECTLY TO:

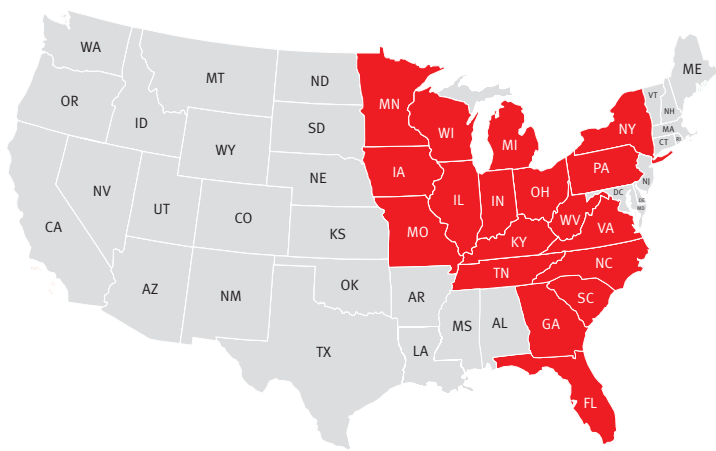
Budgeting & Procurement,  
Street Maintenance,  
Snow-Removal,  
Fleet Service & Management,  
Firefighting & EMS,  
City Management, Waste &  
Water Utilities, Public Works,  
Law Enforcement & Public Safety,  
Parks & Recreation,

**WWW.THEMUNICIPAL.COM**

**Cost Effective Advertising**

# Welcome to **THE MUNICIPAL**

**In today's market, municipalities must be informed of all the choices available to make cost effective purchasing decisions. We encourage buyers to use this publication to assist in their search for the best products and services available. By bringing buyers and sellers together we hope to help our municipalities operate more efficiently.**



## **18 State Distribution:**

The Municipal publishes 25,000 issues per month. It's distribution area includes: Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia & Wisconsin.

## **The Municipal is direct-mailed to decision makers in:**

*Budgeting & Procurement,  
Street Maintenance,  
Snow-Removal,  
Fleet Service & Management,  
Firefighting & EMS,*

*City Management,  
Waste & Water Utilities,  
Public Works,  
Law Enforcement & Public Safety,  
Parks & Recreation*



- mailed directly to the readers
- printed high-res, in full color on gloss paper
- every issue archived online at [www.municipal.com](http://www.municipal.com)
- circulation audited by the CVC

**CIRCULATION  
VERIFICATION  
COUNCIL**

**THE MUNICIPAL**

PO Box 188 • 206 S. Main St.  
Milford, IN 46542  
866-580-1138/Fax 800-886-3796  
Advertising Ext. 2505  
Editorial Ext. 2392

**[WWW.THEMUNICIPAL.COM](http://WWW.THEMUNICIPAL.COM)**

## Display Advertising Rates:

	1× rate	4× rate	8× rate	12× rate	16× rate
<b>2-Page Spread</b>	\$3,165	\$3,035	\$2,905	\$2,690	\$2,470
<b>Back Cover (Full)</b>	\$2,150	\$2,020	\$1,890	\$1,825	\$1,755
<b>Inside Front Cover (Full) Page 3 (Full)</b>	\$1,890	\$1,755	\$1,630	\$1,565	\$1,500
<b>Inside Back Cover (Full) Facing Inside Back Cover (Full)</b>	\$1,890	\$1,755	\$1,630	\$1,565	\$1,500
<b>Full Page</b>	\$1,755	\$1,630	\$1,500	\$1,430	\$1,365
<b>½ Page (Horizontal or Vertical)</b>	\$1,105	\$1,025	\$945	\$915	\$880
<b>¼ Page (Horizontal or Vertical)</b>	\$640	\$565	\$535	\$515	\$495
<b>⅓ Spotlight</b>	\$265	\$235	\$200	\$185	\$170
<b>Classified Listing</b>	\$70	\$50 each consecutive month			

All above rates are per-issue and include 4-color (CMYK) advertising.

## Website Advertising:

**WWW.THEMUNICIPAL.COM**

### Top Banner

\$195 per month  
Rotates, 4 available, 768x90 pixels

### Side Banner

\$145 per month  
Rotates, position vertically, 336x280 pixels

### Bottom Banner

\$115 per month  
Rotates, 4 available, 768x90 pixels



Find us on



Every issue of The Municipal  
is archived online at  
**WWW.THEMUNICIPAL.COM**



## Classified Listings:



### 2008 Tradesmen Tool Trailer

8' wide x 15' long, fiberglass ext., int.  
work benches & shelves, ext. storage  
doors & adj. shelves. 10,400# GVWR,  
radials.....

**\$14,495**

**WWW.WEBSITE.COM • OPEN 7 DAYS  
CANTON, MI • 555-555-5555**

Classified listings are an easy and inexpensive way to sell your new or used equipment. In addition to the magazine, your ad will be seen by the over 2 million viewers on **AUTORV.COM**. Each listing includes up to 34 words and 1 color photo. One item per listing. We reserve the right to edit or abbreviate text per our standards. Standard formatting as shown above only.

## Print Ad Sizing:

### 2 PAGE SPREAD

16.25" × 10.125" within margins

**OR**

16.75" × 10.75" edge to edge  
plus .25" bleed

### FULL PAGE

7.875" × 10.125" within margins

**OR**

8.375" × 10.75" edge to edge  
plus .25" bleed

**⅓**

### SPOTLIGHT

3.812" × 2.1875"

**½**

### VERTICAL

3.812" × 9.875"

**¼**

### VERTICAL

3.812" × 4.9375"

### CLASSIFIED

3.812" × 1.232"

### ¼ HORIZONTAL

7.875" × 2.375"

### ½ HORIZONTAL

7.875" × 4.9375"

## Front Cover Advertising & Company Profiles:

**\$3,675 cover package includes cover photo & 2-page article with photos.**

**\$2,625 profile package includes 2-page article with photos**

Article has space for up to 900 words and 3 photos. *The Municipal* will edit for AP style and will approve the front cover photo. No contract rates available.

Only 1 cover package and 1 company profile is available per issue (first come first serve). Companies are limited to 1 cover package and 1 company profile per calendar year. Specific page placement for the article within the magazine is not implied or guaranteed.

Contact your *Municipal* sales representative for more details.



### Submitting Your Ad

Your *Municipal* account executive will be happy to help with any question concerning your ad placement. Following are some guidelines to assist you in the process. You may submit your ad electronically or we can compose it. **THE MUNICIPAL** is digitally composed on Macintosh Computers. Submit ads as PDF or JPG files. Contact your account executive for guidelines on preparing ads electronically. Graphics for ads can be emailed to your account executive. If you have any questions, give us a call and we'll walk you through it. All images supplied must be 300 dpi at their intended display size. Notify your account executive when you'll be submitting your ad.

### Credit Policy

New accounts are asked to pay in advance. Credit is extended to accounts only with reliable references. Statements must be paid within 30 days of billing date. A service charge of 1 1/2% per month will be applied to unpaid balances of 60 days or more, representing an annual percentage rate of 18%.

### Advertising Position

Position is not guaranteed, although we will make every effort to meet requests. When an advertisement appears on a certain page or location, no guarantee is given that such a position will continue for additional insertions. The advertiser will not be notified prior to publication if we find it necessary to run ad elsewhere. Classifieds and spotlights run on their designated page only.

### Ad Proofs

Ad design and composition are free services provided to you when you purchase an advertisement in **THE MUNICIPAL**. "Free" is limited to one ad design and proof. Revisions beyond a second proof may result in additional charges at \$80 per hour billed in 15 minute increments.

### Conditions Governing Advertising

Advertiser and/or advertising agent assumes all liability for advertisement published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against **THE MUNICIPAL**. **THE MUNICIPAL** reserves the right to refuse or cancel any advertising that is considered offensive, misleading or detrimental to the public, the magazine or another advertiser and to edit advertising at its discretion.

### Cancellations

Display advertisements set up but cancelled prior to first insertion will be charged at one third (1/3) the cost of the ad. The cancellation deadline is the same as the advertising deadline.

### Tear Sheet

All of our publications are available on our website in page form. Simply visit [www.themunicipal.com](http://www.themunicipal.com), download the appropriate issue, locate the page containing your ad and print it out in your office at your convenience. Proof of publication along with the entire publication is at your fingertips.

### Errors in Advertising

In the event of error, **THE MUNICIPAL** will be responsible for the first insertion only. Errors which are not the fault of the advertiser will be rectified by republishing without charge that part of the advertisement which was in error. Claims for errors in advertisements allowed for first insertion only, and all claims must be made within 30 days. **THE MUNICIPAL** shall be under no liability by reason of omissions of any advertisement ordered for publication.

### Commissionable Rate

Approved agency discounts (15% maximum) allowed on open rate only. Other rates shown are net.

Member of:

